

TOWNSHIP OF VERONA
BOARD OF ADJUSTMENT APPLICATION

DATE APPLICATION 09.14.2026

CASE # 2026-26

PROPERTY ADDRESS 553-555 Bloomfield Avenue

BLOCK 1806 LOT 19 ZONE TC(Town Center)

APPLICANT'S NAME Bella Princess LLC

PHONE # (973) 429-2300 CELL PHONE # (973) 280-3950

EMAIL martha@bellaprincess.com

PROPERTY OWNER'S NAME 555 BLOOMFIELD AVENUE VERONA, LLC

PROPERTY OWNER'S ADDRESS 553-555 Bloomfield Avenue

PROPERTY OWNER'S PHONE # _____ CELL # _____

PROPERTY OWNER'S EMAIL _____

RELATIONSHIP OF APPLICANT TO OWNER Applicant is a tenant of the Owner

REQUEST IS HEREBY MADE FOR PERMISSION TO DO THE FOLLOWING:

Operate a Themed Party Space with an adjoining Cafe. The primary use of the premises is a Themed Party Space and the Cafe is an ancillary use.

CONTRARY TO THE FOLLOWING:

The primary use, a Themed Party Space, is not an approved use in the TC Zone and violates § 150-17.14 of the Verona Township Code.

LOT SIZE: EXISTING 3,750 sq. ft. PROPOSED N/A TOTAL _____

HIEGHT: EXISTING 2 Stories PROPOSED N/A

PERCENTAGE OF BUILDING COVERAGE: EXISTING 79.76% PROPOSED N/A

PERCENTAGE OF IMPROVED LOT COVERAGE: EXISTING 100% PROPOSED N/A

PRESENT USE Mixed Use PROPOSED USE 1st fl. - themed party space; 2nd fl. residential

SET BACKS OF BUILDING:	REQUIRED	EXISTING	PROPOSED
FRONT YARD	<u>0</u>	<u>0</u>	<u>N/A</u>
REAR YARD	<u>20</u>	<u>0</u>	<u>N/A</u>
SIDE YARD (1)	<u>0</u>	<u>0</u>	<u>N/A</u>
SIDE YARD (2)	<u>0</u>	<u>N/A</u>	<u>N/A</u>

DATE PROPERTY WAS ACQUIRED February 28, 2020

TYPE OF CONSTRUCTION PROPOSED:

None. The first floor has already been renovated by the Applicant. The Applicant is not proposing any changes or additional renovations.

SIGN INFORMATION (if applicable): supply details on location, dimensions, height and illumination

Existing Outdoor Wall sign to remain the same. The sign reads "La Bella Princess Cafe". See enclosed picture of existing sign.

AREA PER FLOOR (square feet):	EXISTING	PROPOSED	TOTAL
BASEMENT	<u>2,427 sq. ft.</u>	<u>N/A</u>	<u>No Change</u>
FIRST FLOOR	<u>2,980 sq ft</u>	<u>N/A</u>	<u>No Change</u>
SECOND FLOOR	<u>2,477 sq ft</u>	<u>N/A</u>	<u>No Change</u>
ATTIC	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>

NUMBER OF DWELLING UNITS: EXISTING 3 PROPOSED No Change

NUMBER OF PARKING SPACES: EXISTING 2 PROPOSED No Change

History of any previous appeals to the Board of Adjustments and the Planning Board

Yes, prior application to the BOA for a Use Variance heard on August 13, 2020. See enclosed Resolution memorialized on September 10, 2020.

What are the exceptional conditions that warrant relief from compliance with the Zoning Ordinance?

See attached Application Overview.

Supply a statement of facts showing how relief can be granted without substantial detriment to the public good and without substantially impairing the intent and purpose of the Zone Plan and the Zoning Ordinance

See attached Application Overview.

History of any deed restrictions:

None that the Applicant is aware of.

A legible plot plan or survey to scale (not less than 1"=100') of the property indicating the existing and/or proposed structure and scale drawings of the existing and/or proposed structure must be provided.

A copy of any conditional contract relating to this application must be filed with this application.

If the applicant is a corporation or partnership, the names, addresses and phone numbers of those owning a 10% or greater interest in the corporation shall be provided.

Name <u>Martha Peralta</u>	Address <u>43 Maple Street, Bloomfield, NJ</u>	Phone # <u>(973) 280-3950</u>
Name <u></u>	Address <u></u>	Phone # <u></u>
Name <u></u>	Address <u></u>	Phone # <u></u>
Name <u></u>	Address <u></u>	Phone # <u></u>

Expert witness(es) that will present evidence on behalf of this application:

Attorney:

Name William J. Rush, Esq.

Address 435 Ridgedale Avenue, Ste. 1, East Hanover, NJ 07936

Phone # (201) 372-1006

Fax # _____

Email wjrush@rushlaw.org

Architect/Engineer:

Name Daniel Dressel

Address 19 Edstan Drive, Moonachie, NJ 07074

Phone # (201) 370 - 6293

Fax # _____

Email ddarchitects@aol.com

Planner:

Name To be Determined

Address _____

Phone # _____

Fax # _____

BOARD OF ADJUSTMENT APPLICATION SITE PLAN

O INDICATES SHRUBS OR TREES

X INDICATES FENCES

NEIGHBOR'S HOUSE
ESTIMATE DISTANCE FROM
THE PROPOERTY LINE

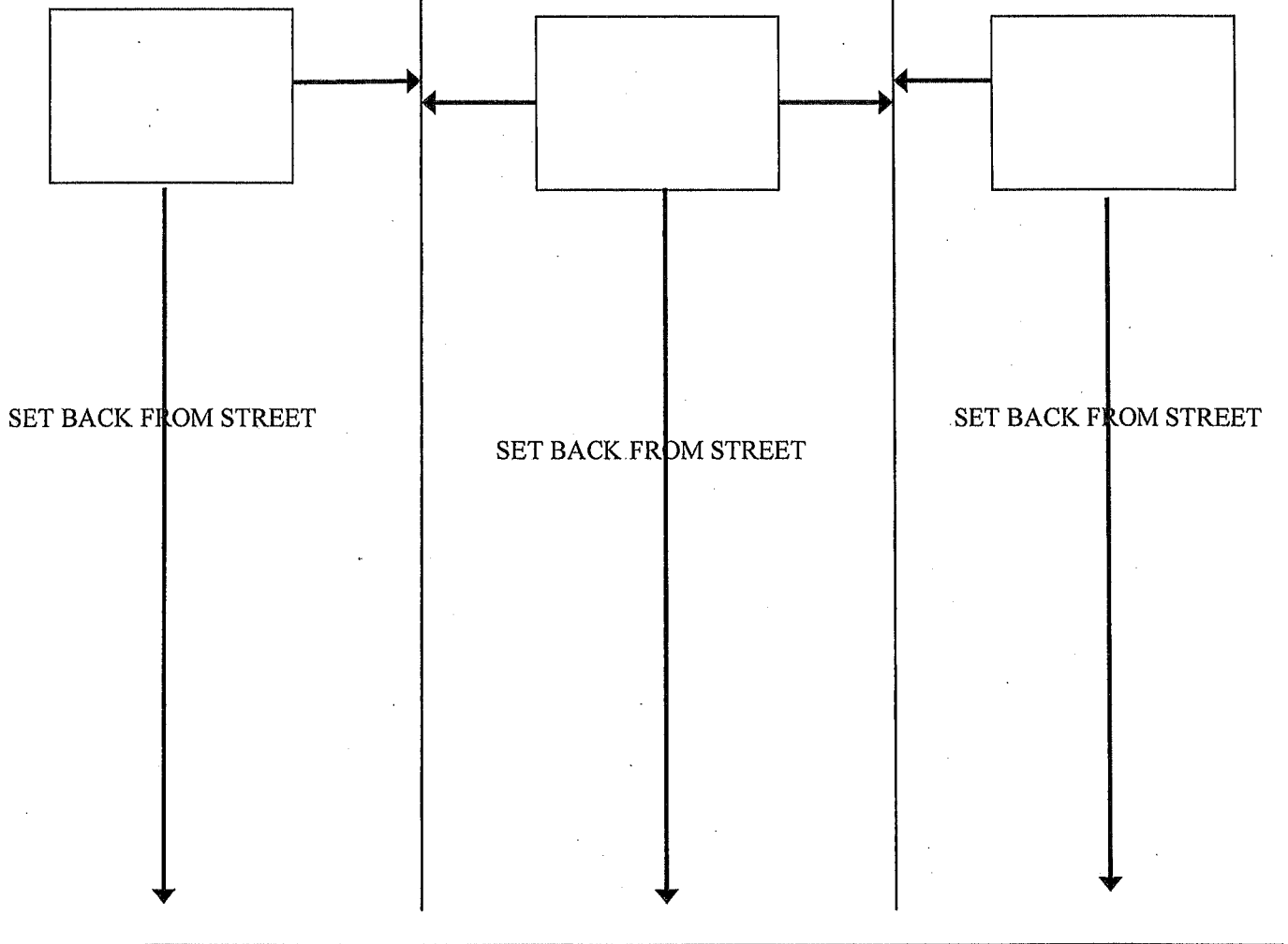
HOUSE ON LEFT

APPLICANT'S HOUSE
SHOW THE DISTANCE TO THE
PROPERTY LINE FROM
SURVEY

CENTER HOUSE

NEIGHBOR'S HOUSE
ESTIMATE DISTANCE FROM
THE PROPOERTY LINE

HOUSE ON RIGHT



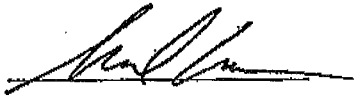
STREET

AFFIDAVIT OF OWNERSHIP

STATE OF NEW JERSEY
COUNTY OF ESSEX

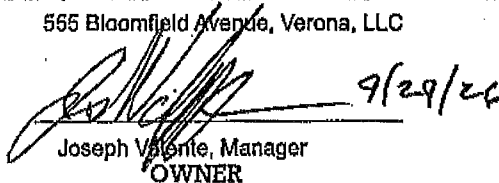
Joseph Valente

_____ OF FULL AGE, BEING DULY SWORN ACCORDING TO LAW ON
OATH DEPOSED AND SAYS, THAT DEPONENT RESIDES AT 81 Elmwood Terrace, IN THE CITY OF
West Caldwell IN THE COUNTY OF Essex AND STATE OF New Jersey AND THAT
555 Bloomfield Avenue, Verona, LLC IS THE OWNER IN FEE OF ALL THAT CERTAIN LOT, PIECE OF LAND,
SITUATED, LYING AND BEING IN THE TOWNSHIP OF VERONA AFORESAID AND KNOWN AND DESIGNATED AS
BLOCK 1806 AND LOT 19 AS SHOWN ON THE TAX MAPS OF THE TOWNSHIP OF VERONA.
555 Bloomfield Avenue, Verona, LLC



NOTARY

Michael A. DeMiro, An Attorney at Law
of New Jersey



9/29/26
Joseph Valente, Manager
OWNER

AFFIDAVIT OF APPLICANT

COUNTY OF ESSEX
STATE OF NEW JERSEY

William J. Rush, Esq.

_____ OF FULL AGE, BEING DULY SWORN ACCORDING TO LAW, ON
OATH DEPOSED AND SAYS THAT ALL OF THE ABOVE STATEMENTS CONTAINED IN THE PAPERS SUBMITTED
HEREWITH ARE TRUE. SWORN TO AND SUBSCRIBED BEFORE ME ON THIS 11 DAY OF Sept. 2026
20__.

NOTARY

APPLICANT

AFFIDAVIT OF OWNERSHIP

STATE OF NEW JERSEY
COUNTY OF ESSEX

_____ OF FULL AGE, BEING DULY SWORN ACCORDING TO LAW ON
OATH DEPOSED AND SAYS, THAT DEPONENT RESIDES AT _____, IN THE CITY OF
_____ IN THE COUNTY OF _____ AND STATE OF _____ AND THAT
_____ IS THE OWNER IN FEE OF ALL THAT CERTAIN LOT, PIECE OF LAND,
SITUATED, LYING AND BEING IN THE TOWNSHIP OF VERONA AFORESAID AND KNOWN AND DESIGNATED AS
BLOCK _____ AND LOT _____ AS SHOWN ON THE TAX MAPS OF THE TOWNSHIP OF VERONA.

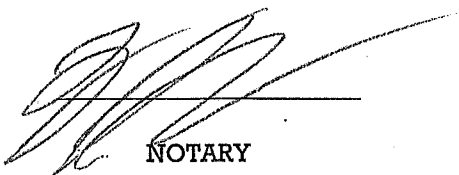
NOTARY

OWNER

AFFIDAVIT OF APPLICANT

COUNTY OF ESSEX
STATE OF NEW JERSEY

William J. Rush, Esq. _____ OF FULL AGE, BEING DULY SWORN ACCORDING TO LAW, ON
OATH DEPOSED AND SAYS THAT ALL OF THE ABOVE STATEMENTS CONTAINED IN THE PAPERS SUBMITTED
HEREWITH ARE TRUE. SWORN TO AND SUBSCRIBED BEFORE ME ON THIS 11 DAY OF Sept. 2026
20__.


NOTARY


APPLICANT

WILLIAM J. RUSH
Attorney At Law
State of New Jersey

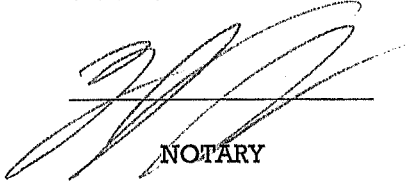
AUTHORIZATION

IF ANYONE OTHER THAN THE OWNER IS MAKING THIS APPLICATION, THE FOLLOWING AUTHORIZATION MUST BE EXECUTED.

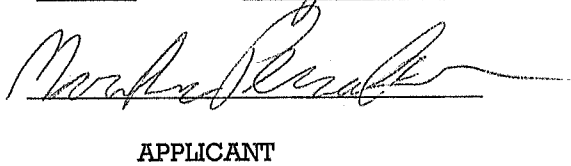
TO THE BOARD OF ADJUSTMENT

Martha Peraffa IS AUTHORIZED TO MAKE THE WITHIN APPLICATION.

SWORN AND SUBSCRIBED BEFORE ME THIS 11th DAY OF Sept. 2026



NOTARY



APPLICANT

WILLIAM J. RUSH
Attorney At Law
State of New Jersey

WILLIAM J. RUSH
ATTORNEY AT LAW
435 Ridgedale Avenue, Ste. 1
East Hanover, New Jersey 07936
wjrush@rushlaw.org

Tel. (201) 372-1006

Fax (862) 701-5004

APPLICATION OVERVIEW

Bella Princess LLC
553-555 Bloomfield Avenue
Block 1806, Lot 19
Township of Verona, Essex County, New Jersey
Application for Use Variance Relief

The Applicant in this matter, Bella Princess LLC, is before the Verona Board of Adjustment seeking use variance relief pursuant to N.J.S.A. 40:55D-70(d)(1) to permit the continued operation of a themed party event space with an ancillary café within the first-floor commercial tenant space at 553-555 Bloomfield Avenue, also known as Block 1806, Lot 19 (the "Property").

The Property is located in the TC (Town Center) Zone. The Applicant's use is limited to the first floor of the existing building. The second floor contains three one-bedroom residential dwelling units previously authorized by the Verona Board of Adjustment. The Applicant proposes no expansion of the building, no additional construction, and no change to the existing residential use of the second floor. The present application is therefore directed principally to the use of the existing first-floor tenant space as a themed party event space. The current application describes the adjoining café as ancillary to the primary themed-party space use.

The themed party event space is not a permitted principal use in the TC Zone under §150-17.14 of the Township Code. Accordingly, although the Applicant previously received zoning approval from the Township to operate the business at this location, the current Zoning Officer has determined that the prior administrative approval was issued without authority and that Board of Adjustment approval is required for the use.

Property and Existing Development

The Property consists of approximately 3,750 square feet and is improved with an existing two-story building occupying a substantial portion of the lot. The Property is located at the corner of Bloomfield Avenue and Lakeside Avenue, across from Verona Park. The rear portion of the building and paved parking area are accessible from Lakeview Avenue. The Property is fully developed and has historically accommodated commercial uses on the first floor.

The existing building coverage is approximately 79.76%, the improved lot coverage is 100%, and the building has existing zero-foot front, rear and side setbacks, including a rear setback of zero feet where 20 feet is otherwise required. The Applicant proposes no change to these existing dimensional conditions. The application identifies approximately 2,980 square feet on the first

floor, approximately 2,477 square feet on the second floor, two existing parking spaces, and three existing residential dwelling units.

No new construction is proposed in connection with the application. The first-floor premises have already been renovated by the Applicant, and the Applicant does not propose additional renovations or alterations. The existing exterior wall sign reading "La Bella Princess Cafe" is also proposed to remain unchanged.

History of Prior Board Approval and the Applicant's Use

The history of this Property and the Applicant's use is particularly relevant to the present application.

In 2020, the owner of the Property, 555 Bloomfield Avenue Verona, LLC, applied to the Verona Board of Adjustment for preliminary and final major site plan approval together with use variance relief relating to a proposed mixed-use redevelopment of the existing building. At that time, the first floor had historically included a sporting goods store and a hair salon/personal-service establishment, while the second floor had previously been designated for office use. The owner proposed converting the second floor to three one-bedroom residential apartments and utilizing the first-floor commercial tenant space for retail, retail-service or personal-service uses.

Following a public hearing on August 13, 2020, the Board approved the application. The approval was memorialized by Resolution on September 10, 2020. (See Exhibit A). Among other relief, the Board granted a use variance pursuant to N.J.S.A. 40:55D-70(d)(1) to permit residential apartments above retail-service or personal-service uses, as well as relief under N.J.S.A. 40:55D-70(d)(3) relating to residential units over retail notwithstanding existing rear-yard and open-space conditions. The approval authorized three one-bedroom residential units on the second floor and permitted the first floor to be used for retail, personal-service or retail-service uses.

In granting that approval, the Board made a number of findings that remain relevant to the physical characteristics and suitability of the Property. Among other things, the Board found that the Property was particularly suited to the proposed renovation and mixed use; that renovation and continued productive use of the existing building promoted the general welfare; that the development promoted efficient use of land and a desirable visual environment; and that the proposal was consistent with the Town Center objective of encouraging renovation and rehabilitation of existing buildings and pedestrian-oriented activity. The Board further concluded that the approved use would not cause a substantial detriment to the public good or substantially impair the intent or purpose of the zone plan.

2023 Zoning Approval for Bella Princess LLC

Thereafter, Bella Princess LLC sought zoning approval to occupy the vacant first-floor commercial space. On February 10, 2023, as revised February 22, 2023, the then-Zoning Officer issued Zoning Permit No. 2022-275, entitled "Princess Café and Party Space." (See Exhibit B). The permit expressly identified Bella Princess LLC as the applicant and described the proposed operation as a business hosting private themed parties together with limited on-site food and beverage service. The permit stated that there were no plans to operate a full commercial kitchen.

The former Zoning Officer reviewed the TC Zone regulations and the 2020 Board of Adjustment Resolution and concluded that the requested use could be approved under the prior Board approval. The permit therefore expressly approved Bella Princess LLC's request to operate at the Property.

Bella Princess LLC thereafter occupied and improved the first-floor space and operated its business in reliance upon that municipal zoning approval.

2026 Rescission of the Zoning Approval

On May 6, 2026, the current Verona Zoning Officer issued a Zoning Compliance Notice rescinding Zoning Permit No. 2022-275. (See Exhibit C). The current Zoning Officer determined that the former Zoning Officer's 2023 approval was ultra vires because a themed event-rental space was neither a permitted principal use in the TC Zone nor one of the retail, retail-service or personal-service uses expressly authorized by the 2020 Board Resolution.

The May 6, 2026 Notice further states that the Applicant's operation includes rental space for private parties and ticketed events for children and adults and concludes that an "event space does not fall under a retail service or personal service" use under the Verona Township Code. The current Zoning Officer therefore determined that the Applicant could not continue operating the event-space use pursuant to the 2023 zoning permit and advised that relief from the Board of Adjustment would be necessary.

Accordingly, the Applicant is now before the Board seeking the land-use approval that the Township has determined should have been obtained before the former Zoning Officer approved the Applicant's use in 2023.

Importantly, the present application does not seek to enlarge or intensify the building itself, disturb the three residential apartments approved for the second floor, or alter the physical development previously reviewed by the Board. Rather, the Applicant seeks authorization for the use of the existing first-floor commercial tenant space as the themed party event space that was previously presented to and approved by the Township's former Zoning Officer.

Use Variance Relief

The Applicant seeks a "D(1)" use variance pursuant to N.J.S.A. 40:55D-70(d)(1) because a themed party event space is not identified as a permitted principal use in the TC Zone.

The Board has the authority to grant a use variance "in particular cases for special reasons." In connection with the required positive criteria, the Applicant intends to demonstrate that the Property is particularly suited to the proposed use and that the use advances purposes of zoning identified in the Municipal Land Use Law, including promotion of the general welfare, provision of appropriate space for a variety of uses, efficient utilization of an existing developed property, and maintenance of a desirable visual environment.

Consistent with the approach used in the prior application for this Property, the exceptional conditions and special reasons supporting the requested relief include the following:

Particular suitability of the existing first-floor commercial space. The proposed themed party use will occupy an existing commercial tenant space in a fully developed mixed-use building located within Verona's Town Center. No expansion of the building or alteration of the existing site is required to accommodate the use.

Historic commercial character of the first floor. The first floor of the Property has historically been devoted to commercial and personal-service activity, including a sporting goods store and hair salon. The proposed use continues the utilization of the first floor for commercial activity rather than introducing commercial activity into a residential property.

Productive utilization of an existing developed property. The use promotes the productive occupancy and continued utilization of an existing building and commercial storefront rather than requiring new development or expansion of the building. This is consistent with the findings made in connection with the prior application that renovation and productive reuse of this building promote the general welfare and efficient use of land.

Compatibility with the mixed-use character of the Property. The event-space use is limited to the first floor. The three residential apartments on the second floor remain unchanged. The application therefore preserves the mixed-use character of the existing building previously approved by the Board.

Town Center location. The Property is situated on Bloomfield Avenue in the Town Center and directly across from Verona Park. The Board previously determined that this location is particularly suited to mixed residential and commercial activity and that commercial activity at this location furthers the Town Center's pedestrian-oriented character.

No additional physical impact from the requested relief. The application proposes no building addition, additional lot coverage, new parking area, or other physical expansion. The dimensional and site conditions presently existing at the Property will remain unchanged.

Prior municipal review of the specific business use. Before commencing the use, Bella Princess LLC submitted a zoning application identifying its proposed operation as a private themed-party business with food and beverage service. The former Zoning Officer reviewed that proposed use and affirmatively issued a zoning approval in February 2023. Although the current Zoning Officer has concluded that the former officer lacked legal authority to grant that approval, the circumstances demonstrate that the Applicant did not initially commence the use without municipal review or conceal the nature of the proposed operation.

The Applicant recognizes that the 2023 zoning permit itself does not substitute for the use variance now required from the Board. The history of that permit is nevertheless relevant factual background concerning the manner in which the Applicant came to occupy and operate from the Property and the existing nature of the first-floor use.

Negative Criteria

The Applicant also intends to establish that the requested variance may be granted without substantial detriment to the public good and without substantially impairing the intent and purpose of the zone plan and zoning ordinance.

The proposed use will remain entirely within an existing first-floor commercial tenant space. There will be no expansion of the existing building, no increase in building or lot coverage, no alteration of the existing setbacks, and no change to the previously approved second-floor residential use.

The Property is already devoted to mixed residential and commercial use and is situated within the Town Center along Bloomfield Avenue. The first floor has historically accommodated commercial and personal-service establishments. The Board previously determined that continued commercial activity and renovation of this building were compatible with surrounding properties and the Town Center and would promote business activity, efficient land use, and a desirable visual environment.

The prior application for the Property similarly identified as favorable considerations the promotion of the general welfare and site suitability arising from the historic use of the Property, the provision of sufficient space at an appropriate location for the proposed uses, and the promotion of a desirable visual environment through continued improvement and use of the existing Property. It further asserted that the combination of uses could occur without substantial detriment because the underlying uses were compatible with the Town Center and had historically operated at the site. Those considerations provide relevant context for the present application, although the Applicant will present proofs specifically addressing the themed party event-space use at the public hearing.

The Applicant therefore intends to establish through fact and professional planning testimony that the particular operation of the themed party event space can coexist with the surrounding Town Center uses and the residential units above it without substantial detriment to neighboring properties, and that approval of the use within this existing commercial storefront will not substantially impair the intent and purpose of the Township's zone plan or zoning ordinance.

Prior Development Application

There has been a prior development application affecting the Property.

In 2020, 555 Bloomfield Avenue Verona, LLC applied to the Verona Board of Adjustment for approval to convert the second floor of the building into three one-bedroom residential apartments and to utilize the existing first-floor tenant spaces for retail, retail-service and/or personal-service uses. The Board conducted a hearing on August 13, 2020 and granted preliminary and final major site plan approval together with use variance relief under N.J.S.A. 40:55D-70(d)(1) and (d)(3). The Board's approval was memorialized on September 10, 2020.

The present Bella Princess LLC application is limited to obtaining approval for the themed party event-space use within the first floor and does not seek to disturb the previously approved residential use of the second floor.

Zoning Permit and Current Compliance Status

On February 10, 2023, as revised February 22, 2023, the Township issued Zoning Permit No. 2022-275 approving Bella Princess LLC's proposed "Princess Café and Party Space."

On May 6, 2026, the current Zoning Officer rescinded that permit after determining that an event-rental space was not a permitted use within the TC Zone, was not encompassed within the uses authorized by the 2020 Board Resolution, and therefore could not have been approved administratively by the former Zoning Officer. The Applicant was consequently directed either to terminate the event-space use or obtain appropriate relief from the Board of Adjustment.

The present application has been filed to obtain that Board approval and to place the Applicant's first-floor themed party event-space use on a proper zoning footing.

EXHIBIT A

IN THE MATTER OF THE APPLICATION

OF

555 BLOOMFIELD AVENUE VERONA, LLC

**BOARD OF ADJUSTMENT
TOWNSHIP OF VERONA
ESSEX COUNTY, NEW JERSEY**

WHEREAS, the Applicant, 555 Bloomfield Avenue Verona, LLC (the "Applicant") is also the Owner of the property at 553-555 Bloomfield Avenue, Verona, New Jersey, said property also being known as Block 1806, Lot 19 (the "Property"), and located in an TC (Town Center) Zone;

WHEREAS, the Applicant, submitted an application for preliminary and final major site plan approval with associated variances to the Verona Zoning Board of Adjustment seeking approval to convert the second story of an existing building to three 1-bedroom residential dwellings units and to use the existing commercial tenant space on the first floor for either retail, personal service or retail service uses;

WHEREAS, the Applicant provided adequate notice of the public hearings in accordance with the Municipal Land Use Law, N.J.S.A. 40:55D-1 *et. seq.* and the requirements of the Township of Verona;

WHEREAS, the Verona Zoning Board of Adjustment (the "Board") had jurisdiction to consider the application;

WHEREAS, a remote public hearing was conducted regarding this application on August 13, 2020;

WHEREAS, the Applicant was represented by New Jersey Attorney David Owen, Esq. with an address of 52 Upper Montclair Plaza in Upper Montclair, NJ 07043, and appearing on behalf of Applicant were Joseph Valente as representative of Applicant and property owning entity 555 Bloomfield Avenue Verona, LLC with an address of 277 Bloomfield Avenue, Verona NJ 07044, New Jersey Licensed Architect Daniel Dressel with an address of 19 Edstan Drive, Moonachie NJ 07074 and New Jersey Licensed Planner Nicholas Graviano with an address of 101 Crawfords Corner Road, Holmdel NJ 07733;

WHEREAS, a copy of the application together with supporting documentation was filed with the Board as well as their professionals and the Board considered the testimony presented by these experts and their reports in reaching a decision on this application;

WHEREAS, the Applicant requested approval of a use variance pursuant to N.J.S.A. 40:55D-70(d)(1) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom apartments over either a retail service or a personal service use which is not permitted in the TC Zone pursuant to Verona Ordinance Section 150-17.14.A as well as a use variance pursuant to N.J.S.A. 40:55D-70(d)(3) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom

apartments over retail use which is a conditional use in the TC Zone pursuant to Verona Ordinance Section 150-17.14.D.1 but where the application does not meet the required conditions namely the minimum rear yard setback requirement pursuant to Verona Ordinance Section 150-17.14.D and Section 150-17.14.C.7 where a minimum rear yard setback of 20 feet is required and a rear yard setback of 0 feet is provided and the minimum open space requirement where a minimum 20% of lot area must be devoted to open space pursuant to Verona Ordinance Section 150-8.3.B.3 and 0% of lot area is devoted to open space; and

WHEREAS, the Board having fully heard the testimony of the witnesses, who were sworn and accepted as experts in their respective fields, and examined the exhibits presented at the hearings as well as the reports issued by the township and board professionals, and having heard the arguments of the parties during the remote public hearing on August 13, 2020 has made the following findings:

- (1) The Property is occupied by a two story brick building located at the corner of Bloomfield Avenue and Lakeside Avenue across the street from Verona Park. There is also a rear section of the building visible only from Lakeview Avenue which is one story adjacent to a paved parking area accessible only from Lakeview Avenue;
- (2) The first floor of the building was previously occupied by a retail use specifically a sporting goods store and a personal service use specifically a hair salon with the second floor of the building designated for office use. The building is currently under renovations and both the former sporting goods store and second floor office space are presently vacant while the hair salon currently remains in operation;
- (3) The Applicant seeks to convert the second story of the building to three 1-bedroom residential dwelling units and to obtain the necessary variance relief in order to utilize the entire ground floor tenant space including the tenant space now occupied by the hair salon for either retail, retail service or personal service uses;
- (4) The Applicant further seeks to make site improvements to the paved parking area to include installing planters which will be in front of the two proposed parking spaces and aesthetic improvements to the one story section of the building;
- (5) Architect Daniel Dressel testified that the Applicant was seeking to make improvements to the existing building to retrofit both the first and second floors to be more compatible with the needs of the neighborhood and the community;
- (6) Architect Daniel Dressel described the proposed improvements in detail and confirmed that the building would be fully sprinklered;

- (7) In response to a board member question with regard to the location of the air conditioning units, Architect Daniel Dressel testified that each residential dwelling unit proposed would have its own individual condenser unit which would be located on the roof. Mr. Dressel further indicated that the condenser units would be screened by the parapet wall and would not be visible from the street level;
- (8) In response to a board member question regarding the available parking for the proposed residential dwelling units, Joseph Valente testified that the tenants for two of the three residential dwelling units would be assigned one parking space each in the on-site parking lot and the tenant for the third residential dwelling unit would be provided with a permit to park in the municipal lot across Bloomfield Avenue at the expense of the property owner;
- (9) Planner Nicholas Graviano began his testimony explaining the previous and current use of the Property and then discussed the proposed uses and the variances being requested in connection with the approvals;
- (10) Planner Nicholas Gravino explained that whether a use variance pursuant to section d(1) or section d(3) is required, there are specific purposes of zoning set forth at N.J.S.A. 40:55D-2, and therefore "special reasons" exist which support the argument in favor of the relief requested;
- (11) With regard to the positive criteria, Planner Nicholas Gravino testified that the project will promote the general welfare because the property is particularly suited for the project and the proposed combination of uses at the intersection of Bloomfield Avenue and Lakeside Avenue will be successful given the history of both retail use and personal service use on the first floor and given nearby ample on-street parking and off-street parking opportunities;
- (12) According to Planner Nicholas Gravino, the project and combination of uses will also provide additional tenant space at an appropriate location for the residential and commercial uses to meet the needs of all citizens;
- (13) Also to the positive criteria Planner Nicholas Gravino stated that the project will promote the free flow of traffic because of the ample nearby on-street and off-street parking available, will promote business activity through the renovation of the building and will create a desirable visual environment and promote the efficient use of land;
- (14) With regard to the negative criteria, Planner Nicholas Gravino testified that the variances requested will not cause any substantial detriment to the public good or any substantial impairment of the master plan or zoning ordinance;

- (15) According to Planner Nicholas Gravino retail uses, retail service uses and personal service uses are all permitted in the TC Zone and residential units over retail uses would be a conditional use in the TC Zone. Mr. Gravino further testified that residential dwelling units over retail uses, retail service uses and personal service uses will not have any adverse effect upon the surrounding properties and will likely strengthen the surrounding properties;
- (16) According to Planner Nicholas Gravino the proposed renovation of the existing building will help meet the continuing demand for small apartments and personal service and retail service establishments; and
- (17) Lastly Planner Nicholas Gravino testified that the proposed development was in accordance with the Verona Master Plan which in the goals and objectives section at paragraph 8 seeks to "encourage the renovation and rehabilitation of existing buildings and storefronts" and in the land use plan element at Town Center District calls for "pedestrian-oriented" business and a "pedestrian-oriented" district. According to Mr. Gravino this project implements these objectives and policies because the proposed uses are in furtherance of both building renovation and "walk-in" pedestrian business.

AND WHEREAS, the Board having made the following legal conclusions:

- (1) The TC (Town Center) Zone is primarily intended to promote commercial uses and retail uses in the mixed-use context where the residential use is roughly equal to the commercial use. In addition the uses proposed for the first floor namely either retail, retail service or personal service uses are all permitted uses in the TC Zone without the residential component as proposed by the Applicant;
- (2) The proposed renovation and use of the building is appropriate for the site and is not in conflict with the intent and purpose of the zoning ordinance and zone plan;
- (3) The proposed renovation and use of the building will be an appropriate improvement to the subject property;
- (4) The proposed renovation and use of the building will advance the purposes of the Municipal Land Use Law as set forth herein in that it will enable the Applicant to enhance the use of the subject property, and will improve the aesthetics of the same, thereby promoting the general welfare of the Township and its residents;

- (5) The site is particularly suited to the proposed renovation and use of the building;
- (6) With respect to the use variance pursuant to N.J.S.A. 40:55D-70(d)(1) the Applicant addressed and provided an enhanced quality of proof insofar as applicable;
- (7) With respect to the use variance pursuant to N.J.S.A. 40:55D-70(d)(3) the Applicant proved that the Property can accommodate and continues to be appropriate for the conditional use notwithstanding that it does not meet the conditional use requirements due to 2 longstanding conditions of the property;
- (8) The proposed renovation and use of the building will be an upgrade of the property that will not adversely affect the intent or purpose of the zone plan; and
- (9) The renovation and use of the building will not cause a substantial detriment to the public good.

NOW THEREFORE, be it unanimously resolved by the Board of Adjustment of the Township of Verona that the Applicant's proposal to convert the second story of an existing building to three 1-bedroom residential dwellings units and to use the existing commercial tenant space on the first floor for either a retail use, a personal service use or a retail service use, and for the approval of a preliminary and final major site plan in addition to a use variance pursuant to N.J.S.A. 40:55D-70(d)(1) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom apartments over either a retail service or a personal service use which is not permitted in the TC Zone pursuant to Verona Ordinance Section 150-17.14.A as well as a use variance pursuant to N.J.S.A. 40:55D-70(d)(3) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom apartments over retail use which is conditional use in the TC Zone pursuant to Verona Ordinance Section 150-17.14.D.1 but where the application does not meet the required conditions namely the minimum rear yard setback requirement pursuant to Verona Ordinance Section 150-17.14.D and Verona Ordinance Section 150-17.14.C.7 where a minimum rear yard setback of 20 feet is required and a rear yard setback of 0 feet is provided and the minimum open space requirement where a minimum 20% of lot area must be devoted to open space pursuant to Verona Ordinance Section 150-8.3.B.3 and 0% of lot area is devoted to open space with regard to the Property located at 553-555 Bloomfield Avenue, Verona, New Jersey, said property also being known as Block 1806, Lot 19, be granted subject to the following conditions:

- (1) The Applicant shall be bound by the content of his testimony as if this testimony was incorporated herein;
- (2) All construction shall be completed in accordance with the plans

submitted and/or the testimony of the Applicant; and

- (3) The approvals granted herein shall expire unless construction is begun within two years of the date of the memorializing resolution.

TOWNSHIP OF VERONA
ESSEX COUNTY, NEW JERSEY

IN THE MATTER OF THE APPLICATION OF
555 BLOOMFIELD AVENUE VERONA LLC
553-555 BLOOMFIELD AVENUE
BLOCK 1806 LOT 19

VOTE : TO GRANT

AYES

DAN MC GINLEY, CHAIRMAN
SCOTT WESTON, VICE CHAIRMAN
CHRISTY DIBARTOLO
PAT LISKA
LARRY LUNDY
GENEVIEVE MURPHY-BRADACS
PAUL MATHEWSON, ALT#2

NAYS

ABSTENTIONS

D. J. McGinley

Dan McGinley, CHAIRMAN

The foregoing is a true copy of a resolution adopted by the Board of Adjustment at their meeting on the 13th day of August 2020 and memorialized on the 10th day of September 2020.

Kelly Lawrence, Board of Adjustment Secretary

EXHIBIT B

MAYOR
ALEX ROMAN
DEPUTY MAYOR
CHRISTINE MCGRATH
COUNCILMEMBERS
JACK McEVoy
CYNTHIA L. M. HOLLAND
CHRISTOPHER H. TAMBURRO

TOWNSHIP OF VERONA
COUNTY OF ESSEX, NEW JERSEY



TOWNSHIP MANAGER
JOSEPH O. D'ARCO
TOWNSHIP CLERK
JENNIFER KIERMAN
TOWNSHIP ATTORNEY
BRIAN J. ALOIA, ESQ.

VERONA COMMUNITY CENTER
880 BLOOMFIELD AVENUE
VERONA, NEW JERSEY 07044

MUNICIPAL BUILDING
600 BLOOMFIELD AVENUE
VERONA, NEW JERSEY 07044

DEPARTMENT OF PUBLIC WORKS
10 COMMERCE COURT
VERONA, NEW JERSEY 07044

(973) 239-3220
WWW.VERONANJ.ORG

February 10, 2023
Rev. February 22, 2023

Township of Verona
Zoning & Engineering Department
10 Commerce Court
Verona, NJ 07004

Zoning Permit No. 2022-275
Princess Café and Party Space

Owner: 555 Bloomfield Avenue LLC
277 Bloomfield Avenue
Verona, NJ 07044
Applicant: "Bella Princess LLC"
98 Broad Street
Bloomfield, NJ 07003
Property: 555 Bloomfield Avenue
Lot 19 Block 1806
Verona, NJ 07044
Zone: TC (Town Center)

Documents and Submittals:

This office is in receipt of the following documents which were submitted by the applicant for consideration.

- Zoning Application for the change in use only. The applicant has chosen not to submit a business sign permit application at this time.

Current Use(s):

The location/space which the applicant is proposing to occupy is the former location of the Verona Sports Center. The overall building currently has/had a host of permitted mixed uses.

1. Three One Bedroom Apartments (2nd Floor)
2. Vacant (1st Floor)

Proposed Use(s):

The applicant has requested zoning approval to operate a business that hosts private themed parties and provides limited on-site food and beverage service for the parties and to the general public as well. There were no plans or intentions to operate a full commercial kitchen at the time of the submittal of the application.

With that we offer the following;

The property commonly known as 555 Bloomfield Avenue and also being shown on the Official Tax Maps of the Township of Verona as Tax Lot 19 in Block 1806, is situate in the Townships TC Zone (Town Center), as shown upon the Townships official Zoning Map, prepared by Kasler Associates, PA dated July 11, 2011.

Zoning Review:

150 - 17.14 TC (TOWN CENTER) ZONE DISTRICT

A. Principal Permitted Uses

No building or premises shall be erected, altered or used except for uses designated for each district as follows:

1. Retail stores and retail service establishments, including stores or shops or retail business conducted entirely within the confines of a building.
2. Cafeterias, full-service restaurants, snack and nonalcoholic beverage bars, confectionery and nut stores, retail bakeries. These uses shall have a maximum seating capacity of 100 patrons. These uses shall be permitted on lots having frontage on Bloomfield Avenue.
3. Banks and other financial institutions, but not including drive in uses.
4. Theatrical and motion picture theaters.
5. Family day care centers.
6. Personal service establishments.

B. Permitted Accessory Uses

Any of the following accessory uses may be permitted in conjunction with a permitted principal use:

1. Accessory uses customarily incidental to the principal or conditional use.
2. Outdoor restaurant seating in accordance with section 150-7.23.
3. Sidewalk Café in accordance with section 150-7.22.

D. Conditional Uses

The following conditional uses are permitted within the Town Center zone (TC) subject to area, yard and bulk regulations and other controls identified in the conditional use regulations of this ordinance.

1. Mixed residential and retail subject to the mixed use standards set forth in section 150-8.3.
2. Mixed retail and commercial (non-medical) subject to the mixed use standards set forth in section 150-8.3.
3. Mixed retail and professional office (non-medical) subject to the mixed use standards set forth in section 150-8.3.
4. Massage Parlors subject to the conditional standards set forth in section 150-8.11

Zoning Decision:

This office has reviewed the applicants request for zoning approval and has found that the proposed use does fall under "Conditional Uses" (1) for the TC Zone, since it does comply with the standards set forth under §150-8.3 pertaining to conditional uses.

However, this property had already received prior approval by the Township Board of Adjustment for a variance pursuant to N.J.S.A. 40:55D-70 (d) (3) which granted the owner of the property permission to use the lower level (1st Floor) for RETAIL, PERSONAL SERVICE or RETAIL SERVICE USE and the second floor for residential apartments. This was approved on August 13th 2020 and memorialized on September 10th 2020. Since the variance runs with the land the resolution of approval by the Board of Adjustment office has **APPROVED** the applicants request to operate a "Mixed Use" at this location.

NOTE:

The applicant has **NOT** submitted any zoning requests for a business sign. A zoning request must be filed and approved by this office prior to the placement/installation of any business sign.

Please coordinate with the Township of Verona Construction/Building Department for any required permits and or inspections which may be required.

Any change or deviations from the plans or intended use which were provided and reviewed as part of this zoning permit at this location must first be approved by the Zoning Official or Zoning Administrator prior to obtaining a construction permit. The owner/applicant should be aware that any future change may possible require formal application to the Verona Board of Adjustment for a variance governed by the rules and conditions of the Township Zoning Ordinance Chapter 150 as well as the State of NJ Municipal Land Use Law.

* All zoning permits expire within 1 year of date of issuance.

Please feel free to contact this office should you have any other questions,

Respectfully Submitted,

Michael DeCarlo

Michael C. DeCarlo
Engineering Manager / Zoning Officer

EXHIBIT C

TOWNSHIP OF VERONA

COUNTY OF ESSEX, NEW JERSEY

TOWNSHIP MANAGER
KEVIN O'SULLIVAN
TOWNSHIP CLERK
JENNIFER KIERNAN



DEPUTY MANAGER
MICHAEL KRAUS
TOWNSHIP ATTORNEY
BRIAN J. ALOIA, ESQ.

VERONA COMMUNITY CENTER
880 BLOOMFIELD AVENUE
VERONA, NEW JERSEY 07044

MUNICIPAL BUILDING
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DEPARTMENT OF PUBLIC WORKS
10 COMMERCIAL COURT
VERONA, NEW JERSEY 07044

(973) 239-3220
WWW.VERONANJ.ORG

Zoning Office

880 Bloomfield Avenue, Verona, NJ 07044

973-857-4772

Zoning Compliance Notice

May 6, 2026

VIA REGULAR AND CERTIFIED MAIL R.R.R.

Rescinding Zoning Permit No. 2022-275
La Bella Princess Café and Party Space

Property Owner: 555 Bloomfield Avenue LLC
Mr. Joseph Valente
P.O. Box 5026
Caldwell, NJ 07006

Business Owner: "Bella Princess LLC"
Karissa Teixeira & Martha Peralta
43 Maple Street
Bloomfield, NJ 07003

Property: 553-555 Bloomfield Avenue, Block 1806, Lot 19

Zone: TC (Town Center)

Dear Mr. Valente, Ms. Teixeira & Ms. Peralta --

I am the current Zoning Officer for the Township of Verona. On or about February 10, 2023, revised February 22, 2023, former Verona Zoning Official Michael DeCarlo approved your application to operate an event rental space at the above referenced location. Mr. DeCarlo's action and approval was ultra vires and is void. Simply put, Mr. DeCarlo did not have the authority under N.J.S.A. 40:55D-68 or the applicable Township Ordinances including, but not limited to § 150-17.14 of the Township Code, to approve the space for use as an event rental space as that is not a permitted use and as a new business Bella Princess LLC dba La Bella Princess Café is not a preexisting, nonconforming use. Therefore, the Board's approval was required and Mr. DeCarlo did not have the power or authority to approve a use not permitted by code or granted through variance.

La Bella Princess Café advertises offerings including but not limited to catering, rental space for private parties, ticketed events for both children and adults.

The Board of Adjustment of the Township of Verona did memorialize a resolution on September 10, 2020 for the address of 553-555 Bloomfield Avenue granting the Applicant's proposal to convert the second story of an existing building to three 1-bedroom residential dwellings units and to use the existing commercial tenant space on the **first floor for either a retail use, a personal service use or a retail service use**, and for the approval of a preliminary and final major site plan in addition to a use variance pursuant to N.J.S.A. 40:55D-70(d)(1) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom apartments over either a **retail service or a personal service use** which is not permitted in the TC Zone pursuant to Verona Ordinance Section 150-17.14.A as well as a use variance pursuant to N.J.S.A. 40:55D-70(d)(3) in order to permit the conversion of the second floor of the building to a residential use, namely three 1-bedroom apartments over retail use which is conditional use in the TC Zone pursuant to Verona Ordinance Section 150-17.14.D.1. An event space does not fall under a retail service or personal service in the Verona Township code.

The property 553-555 Bloomfield Avenue is located in the TC Zone which is defined by § 150-17.14 of the Township Code. § 150-17.14 states as follows:

A. Principal permitted uses. No building or premises shall be erected, altered or used except for uses designated for each district as follows:

- (1) Retail stores and retail service establishments, including stores or shops or retail business conducted entirely within the confines of a building.
- (2) Cafeterias, full-service restaurants, snack and nonalcoholic beverage bars, confectionery and nut stores, retail bakeries. These uses shall have a maximum seating capacity of 100 patrons. These uses shall be permitted on lots having frontage on Bloomfield Avenue.
- (3) Banks and other financial institutions, but not including drive in uses.
- (4) Theatrical and motion-picture theaters.
- (5) Family day-care centers.
- (6) Personal service establishments.

Updated effective March 30, 2026:

A. The principal permitted uses. No building or premises shall be erected, altered or used except for uses designated for each district as follows:

The principal permitted uses. No building or premises shall be erected, altered or used except for uses designated for each district as follows:

- (1) Personal services,
- (2) Retail stores sales, and retail services establishments, including stores or shops or retail where the business is conducted entirely within the confines of a building.
- (3) Full-service restaurants, cafés, bakeries, and similar food service establishments, snack and non-alcoholic beverage bars, and confectionary and nut stores.

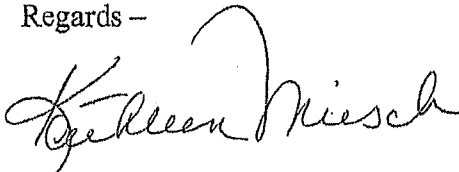
- (3) Banks and other financial institutions, but not including drive in uses.
- (5) Day Care Facilities
- (6) Coworking space.
- (7) Brewpubs and microbreweries in compliance with state licensing requirements.
- (8) Artisanal Workshop
- (9) Shared Kitchen, shared workshops, and shared textile spaces subject to applicable square-footage and operational limits.
- (10) Art galleries, studios, and instructional spaces with incidental assembly only.
- (11) Med Spa
- (12) Commercial recreation facility.

As you can see, event rental spaces are not and have not been a permitted principal use and is not a use that was permitted per the granted use variance. Therefore, Mr. DeCarlo did not have the ability to consider or approve your zoning application, as such, his approval is void. Therefore, the continued use of the property as an event rental space is neither permitted nor authorized in the TC zone nor is your business a prior nonconforming use. Neither the Zoning Officer nor the Construction Official has the power to make such determinations, and any determinations made in that regard are void from the outset.

Please accept this correspondence as notice that you have forty-five days to either terminate the use of the above referenced property as an event rental space (currently operating under the name "La Bella Princess Café") or to seek relief from the Board of Adjustment under N.J.S.A. 40:55D-70(a).

Please be guided accordingly.

Regards -



Kathleen Miesch
Zoning Official

SENDER: COMPLETE THIS SECTION	COMPLETE THIS SECTION ON DELIVERY
- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired. - Print your name and address on the reverse so that we can return the card to you. - Attach this card to the back of the mailpiece, or on the front if space permits.	A. Signature x JPValente ☒ Agent ☐ Addressee B. Received by (Printed Name) JPValente C. Date of Delivery MAY 11 2026 D. Is delivery address different from item 1? ☒ Yes If YES, enter delivery address below: ☐ No
1. Article Addressed to: 555 Bloomfield Avenue Mr. J. Valente P.O. Box 5026 Caldwell NJ 07006	3. Service Type ☒ Certified Mail ☐ Priority Mail Express ☐ Registered ☒ Return Receipt for Merchandise ☐ Insured Mail ☐ Collect on Delivery 4. Restricted Delivery? (Extra Fee) ☐ Yes
2. Article Number (Transfer from service label)	9589 0710 5270 1436 3149 11

BLOOMFIELD AVENUE

75' R.O.W.
S 52°00' E 50.00'

TAX MAP BLOCK
1806
LOT 18

N 42°55' E 75.00'

2 STORY MASONRY & BRICK BUILDING

No. 555
2 STORY BRICK
APARTMENTS & STORE

LOT 19

MACADAM PARKING LOT

N 52°00' W 50.00'

S 42°55' W 75.00'
LAKESIDE AVENUE
80' R.O.W.

THIS SURVEY IS FOR THIS TRANSACTION ONLY. THE UNDERSIGNED PROFESSIONAL LAND SURVEYOR ASSUMES NO LIABILITY IF THIS SURVEY IS ILLEGALLY USED FOR A SURVEY AFFIDAVIT OF NO CHANGE.

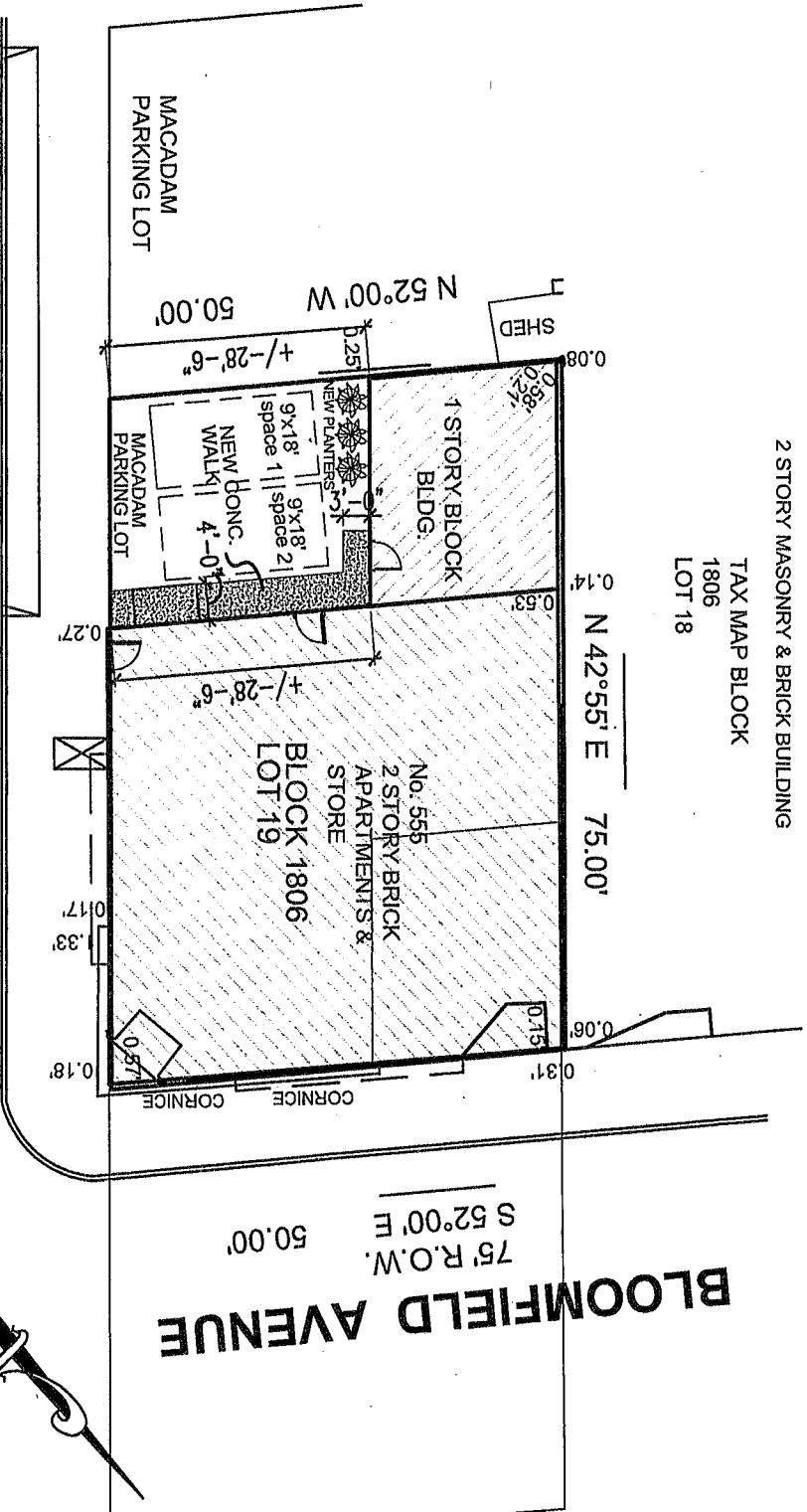
No liability is assumed by the certifying surveyor for the use of this survey by any other party not shown on the certification hereon or for use of this survey with a survey affidavit. Certifications are not transferable to additional institutions or subsequent owners. This survey plat used without the impression of a raised seal of the surveyor shall invalidate this survey plat. The use of this survey along with a survey affidavit is prohibited.

The property has not been staked in accordance with instructions. A written waiver and direction not to set corner markers has been obtained from the ultimate owner pursuant to P.L. 2003, c.14 (NJSA 45:8-36.3) and 13:40-6.1(d).

TAX BLOCK: 1806	LOT: 19	ADDRESS: 555 BLOOMFIELD AVENUE	
CERTIFIED TO: 555 Bloomfield Avenue Verona LLC; Foundation Title, LLC- Roseland; Law Offices of Michael A. DeMiro, Jr.		MAP OF PROPERTY SITUATED IN THE TOWNSHIP OF VERONA ESSEX COUNTY, NJ	
		JMH ASSOCIATES 973-403-0835 P.O. BOX 30, FAX 973-403-0803 CALDWELL, N.J. 07006	
		JAMES M. HELB, PE, PLS, PP PROFESSIONAL ENGINEER & LAND SURVEYOR PROFESSIONAL PLANNER	
		NJ LICENSE No 24272 NJ LICENSE No 3832	
TITLE No:		JOB No. 20-022 REV. DATE DATE FEB. 25, 2020 SCALE 1" = 15' DATE 2-25-2020	

2 STORY MASONRY & BRICK BUILDING

TAX MAP BLOCK
1806
LOT 18



BLOOMFIELD AVENUE
75' R.O.W.
S 52°00' E
50.00'

S 42°55' W 75.00'

LAKESIDE AVENUE

80' R.O.W.

NOTE: INFORMATION TAKEN FROM SURVEY DATED 02.25.2020

PREPARED BY:

JMH Associates

ENGINEERS-SURVEYORS-PLANNERS

BOX 30

CALDWELL, NJ 07006

JAMES M. HELB, P.E./P.L.S./P.P.

NJ LICENSE NO 24272

T. 973-403-0830

F. 973-403-0803

JMH@JMB97AH00.COM

PLAT PLAN

SCALE: 1" = 20'-0"

Daniel Drossel, Architect
Architect
19 Edstan Dr.
Moonachie, NJ 07074
t. 201-370-8293
f. 201-841-1058
Ddarchitects@aol.com

THIS DOCUMENT IS THE EXCLUSIVE PROPERTY OF DANIEL DROSSEL, ARCHITECT. IT IS TO BE USED FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREIN. NO PART OF THIS DOCUMENT IS TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF DANIEL DROSSEL, ARCHITECT.

PROJECT:
RENOVATIONS AND ALTERATIONS
555 BLOOMFIELD AVENUE
VERONA, NJ
FOR
MR. JOE VALENTE

SHEET TITLE

REVISIONS

DESCRIPTION DATE INC.

DATE

INSURE DATE

INSURE DATE

INSURE DATE

INSURE DATE

INSURE DATE

INSURE DATE

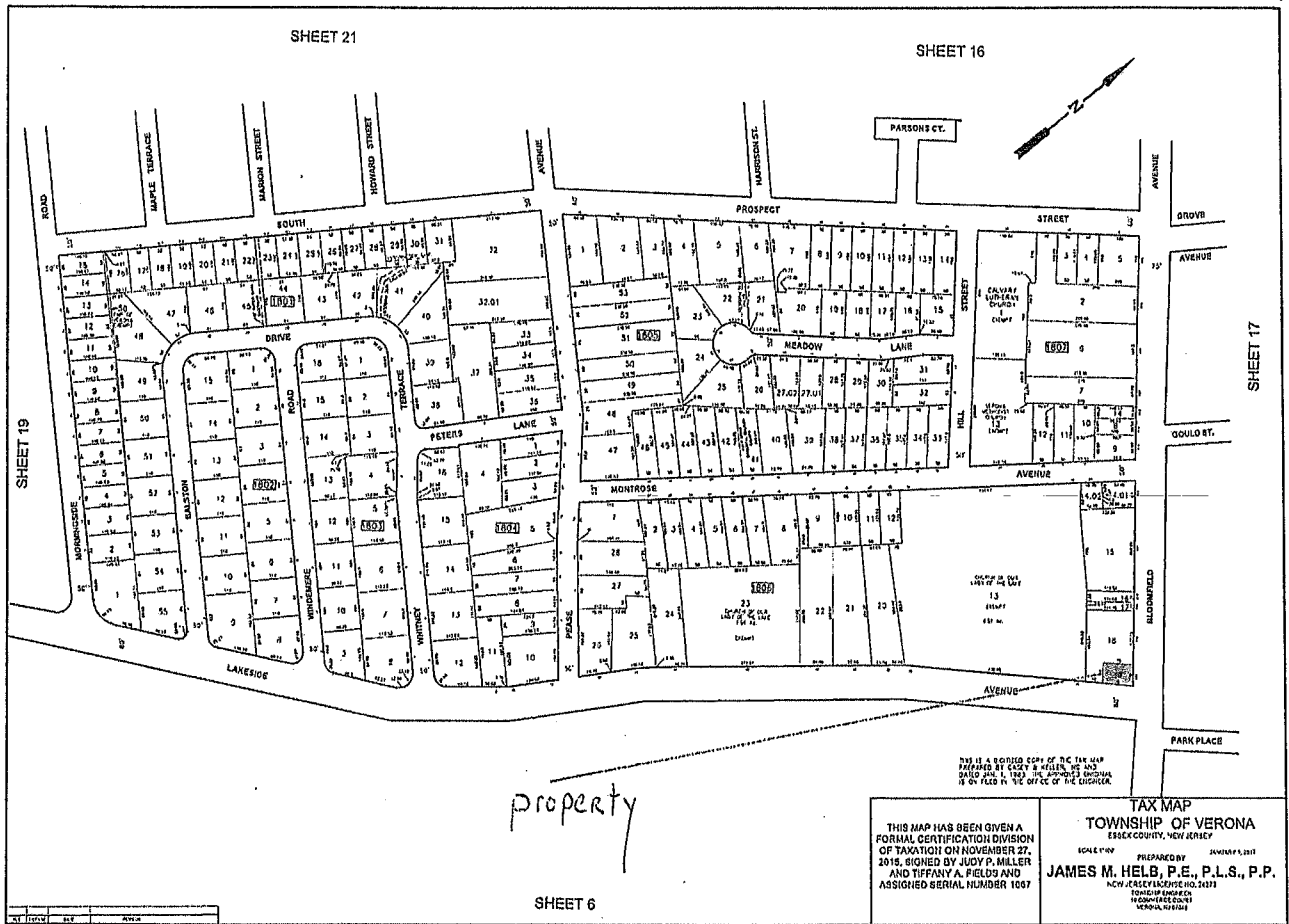
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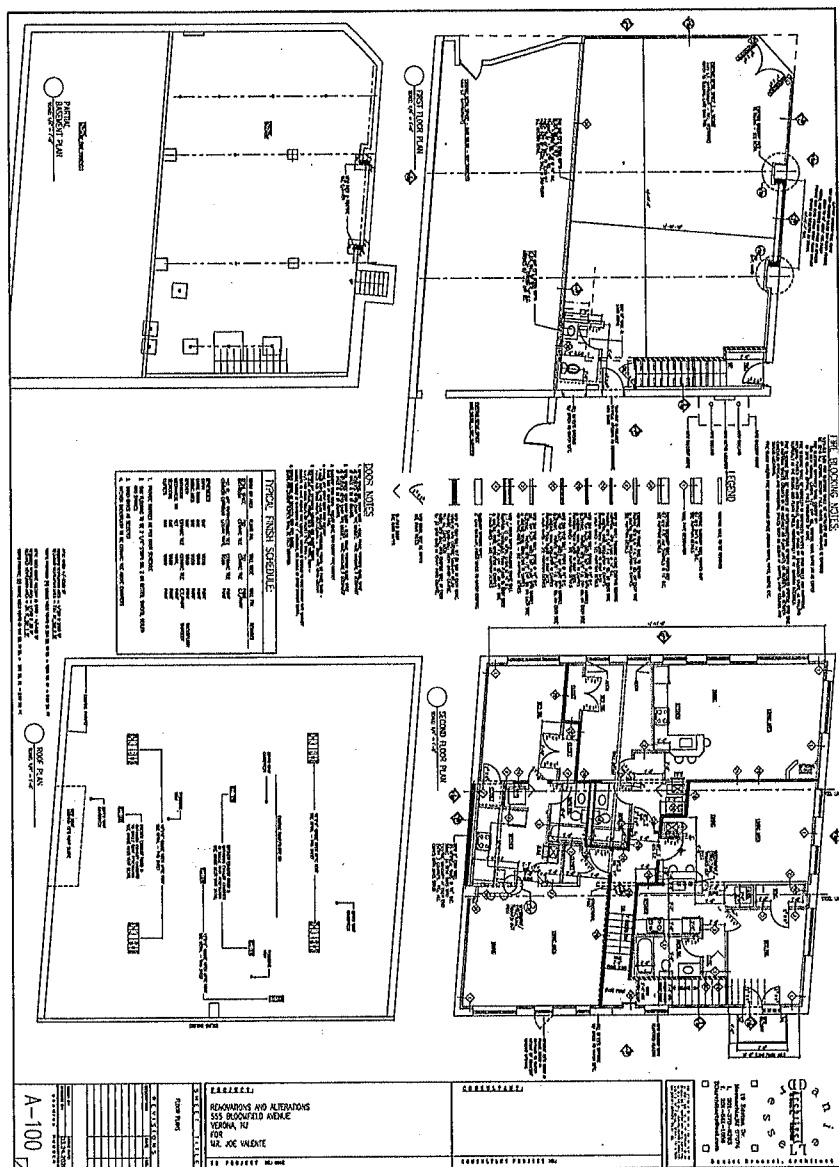
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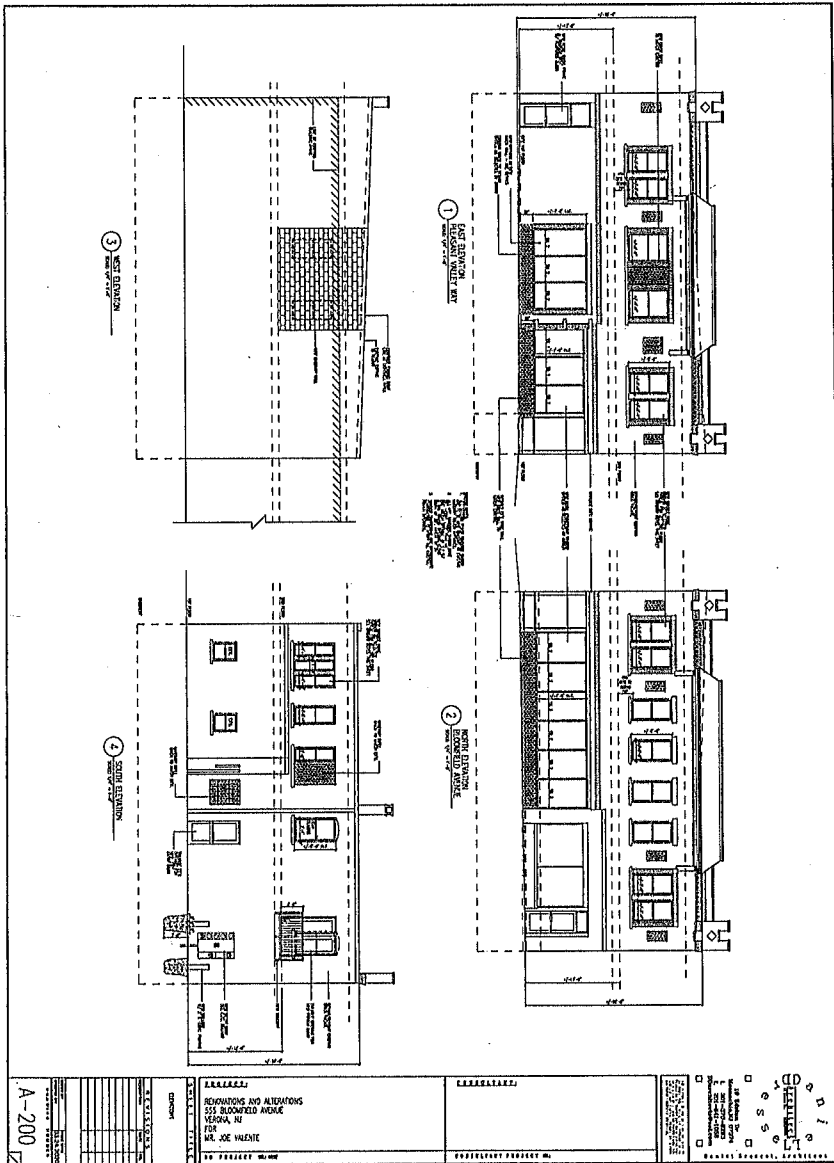
Daniel Drossel, Architect

DD PROJECT NO:

SK-A-200-1







Google
3555 10th Ave S, Minneapolis, MN 55410

